

### **NOTICE FOR EMPANELMENT OF ADVERTISING AGENCIES AT WESTERN ZONE**

Applications are invited from the Advertising Agencies & MSMEs having their office at Mumbai for the empanelment at LIC of India, Western Zonal Office for carrying out PR & Publicity, Print Media, TV, Radio & Digital Media advertising in the States of Maharashtra, Gujarat and Goa. The advertising agencies desirous to be empanelled with LIC of India, Western Zone for advertising jobs and fulfilling the following conditions, may apply as per the Proforma attached herewith after going through the general as well as prerequisite conditions of empanelment given.

The applications in prescribed Proforma (along with the enclosures) in a sealed cover superscribed as **"Application for Empanelment of advertising agencies"**, addressed to the Regional Manager (CC) should reach at the following address, **latest by 12 Noon on 02.12.2025**. The application forms will be opened on the same day at **12.30 pm on 02.12.2025**. **If the last date of submission of Application happens to be a holiday for LIC, Mumbai, the next working day will be treated as last date of receipt of application. The time of 12 noon will remain same.**

The Regional Manager (CC),  
Corporate Communications Dept.,  
LIC of India  
Western Zonal Office,  
2<sup>nd</sup> Floor, Yogakshema,  
J B Marg, Nariman Point,  
Mumbai-400021

LIC of India reserves the right to accept or reject any or all the offers without assigning any reason whatsoever. Further communication, Corrigendum, Amendment will be placed in the above given website only.

  
Regional Manager (CC)

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### **ELIGIBILITY CRITERIA**

1. The Agency should not be on the panel of any other Life Insurance Company.
2. The Agency should be financially sound and should have average annual gross income of Rs. 8 crore and above in the last three assessment years (Gross Income as explained in the Application Form).

50% concession will be given for Micro & Small Enterprises as defined in MSE Procurement Policy (MSEs) Order 2012 issued by the Department of MSME or are registered with the Central Purchase Organization or the concerned Ministry of Department.

3. The Agency should be registered and should provide Registration, PAN as well as GST details.
4. The Agency should not have any complaints or court cases pending against them.
5. The Agency should be accredited by Indian Newspaper society (INS).
6. The Agency should have a full-fledged office at our Zonal Headquarters i.e. Mumbai.
7. The Agency should have at least 5(five) years standing.
8. The Agency should have at least 5 (five) clients/corporate of repute other than LIC.
9. The Agency should have necessary competence in handling digital media also.
10. The Agency should have the expertise and resources to correctly translate in the specific regional languages, specifically from English/Hindi to Gujarati/Marathi and Vice Versa.
11. The Agency should be able to handle activities across the media, such as media buying for press, newspaper, radio, TV, outdoor advertisements.
12. **The Agency should not be in the panel of LIC of India, Central Office, Mumbai.**



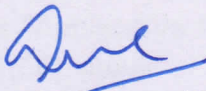
Corporate Communications Department, LIC of India, Western Zonal Office, Mumbai-21  
Email wz\_cc@licindia.com

### **General Terms & Conditions for Empanelment**

1. Advertising Agencies who are in Zonal Office existing panel should apply for fresh empanelment.
2. The Agency/Firm should be on the approved panel of at least five reputed public sector/private sector companies (Other than LIC) or must have worked with five public sector/private sector companies (Other than LIC).
3. MSMEs registered with the Director of Industries/District Industries Centre(DIC) as manufacturing/service enterprises and having acknowledgement of Entrepreneurs memorandum (Part-II) or are registered with National Small Industries Corporation (NSIC) under Single Point vendor registrations scheme can also submit the Application.
4. Photocopy of the documents should be submitted as proofs with application forms. However, original will have to be shown for verification at later date.
5. Members of a duly constituted committee would visit and inspect the premises, workshop, shop etc. of the applicants.
6. **Advertising agencies which fulfills the criteria mentioned above will be shortlisted for personal interaction/presentation before selection committee. The decision of the selection committee shall be binding on all applicants.**
7. All applicants are required to affix the signature and seal of the Authorized Official of the Company on all the page of the Application Form in acceptance of terms and conditions laid therein.
8. Application for empanelment duly completed should be submitted to  
**The Regional Manager (CC), LIC of India, Western Zonal Office, 2<sup>nd</sup> Floor, Yogakshema, J B Marg, Nariman Point, Mumbai-400021.**  
in a closed envelope superscribed as **"Application for Empanelment of Advertising Agencies"**.  
The Application form along with the enclosures i.e. necessary certificates in evidence of the details mentioned in the form are to be sent at the address mentioned above on or before **12 Noon on 02.12.2025**. The received application forms shall be opened at **12.30 PM on 02.12.2025**. Applicant or his representative can be present at the time of opening of Applications. The applications will be opened in presence of authorized representative or the applicant who choose to be present at the time of opening.
9. The Corporation bears no responsibility for applications received after due date and time or sent to address other than prescribed and the same are liable to be rejected.
10. Mere submission of application for empanelment does not confer any right of empanelment. Life Insurance Corporation of India reserves its right to reject, accept any or all applications or cancel the process of empanelment without assigning any reason thereof. Life Insurance Corporation of India shall neither be held liable nor it is obligatory on its part to inform the applicant the grounds of any such action. The Corporation reserves the right to modify the minimum eligibility criteria for empanelment depending on the response.

**Corporate Communications Department, LIC of India, Western Zonal Office, Mumbai-21**  
**Email wz\_cc@licindia.com**

11. Agencies who have been black listed/removed earlier by any office of the Corporation, should not apply. If applied, their applications will not be considered.
12. Applications incomplete in any respect will not be entertained and are liable to be rejected.
13. The criteria mentioned above are prescribed to evaluate the basic capabilities of the Agencies and are in no way exhaustive. It does not imply that the Outdoor advertisement or the hoardings or any media are required to be processed only through the Advertising Agencies.
14. Period of empanelment is for 2 years & may be extended by one year.



**Regional Manager (CC)**

**Sequence of List of documents to be submitted by Agencies with necessary paper tags:**

- 1) Letter of Application & Application Form
- 2) INS Registration details
- 3) Certificate-Accredited with INS
- 4) PAN proof
- 5) GST Certificate
- 6) MSME registration details ,if applicable alongwith certificate.
- 7) Year wise financial statements for **Assessment Years 2023-24, 2024-25 & 2025-26** in the order mentioned below:-
  - a) **CA Certificate (UDIN to be mentioned) showing Annual Gross Income & Turnover**
  - b) **Audited Balance Sheet with schedules**
  - c) **Audited Profit & loss Account with schedules**
  - d) **Audited Revenue Account with schedules**
  - e) **Copies of Income Tax returns /Assessment orders**
- 8) Details of Existing Clients other than LIC
- 9) Details of experience in the field of Advertisement
- 10) Details of Awards/Accolades if any.